

T00220" 2750550

1/12

```

sample.txt - Notepad
File Edit Format Help
2000-05-15 10:08:17 205.188.208.76 GET /images/lodging-over.gif - 404 604 430 0 Mozilla/
2000-05-15 10:08:17 205.188.208.43 GET /images/mall-over.gif - 404 604 427 0 Mozilla/4.
2000-05-15 10:08:17 205.188.208.10 GET /summer.htm - 200 936 376 140 Mozilla/4.0+(compa
2000-05-15 10:08:18 205.188.208.5 GET /images/home_conditions-over.gif - 200 2104 438 9
2000-05-15 10:08:18 205.188.208.73 GET /images/home_lodging-over.gif - 200 1935 435 141
2000-05-15 10:08:18 205.188.208.5 GET /images/home_packages-over.gif - 200 2343 436 79
2000-05-15 10:08:20 205.188.208.69 GET /images/submit_over.gif - 404 604 429 0 Mozilla/
2000-05-15 10:08:20 205.188.208.73 GET /images/adpop_logo.jpg - 200 3558 438 172 Mozilla/
2000-05-15 10:08:20 205.188.208.9 GET /images/adpop_images.jpg - 200 6369 440 156 Mozilla
2000-05-15 10:08:20 205.188.208.69 GET /images/adpop_comingsoon.gif - 200 841 444 140 M
2000-05-15 10:08:59 172.137.57.46 GET /Lodging/Lodgingsrchresults.asp section=Lodging&sl
2000-05-15 10:08:59 172.137.57.46 GET /Lodging/Images/Lodging_hdr.gif - 200 3460 530 0
2000-05-15 10:09:02 172.137.57.46 GET /Lodging/Map/Images/S_0004S.gif - 200 1847 530 0
2000-05-15 10:09:02 172.137.57.46 GET /Lodging/Map/Images/R_0004S.gif - 200 2657 530 0
2000-05-15 10:09:03 172.137.57.46 GET /Lodging/Map/Images/D_0109S.gif - 200 2496 530 0
2000-05-15 10:09:05 172.137.57.46 GET /pics/Lodging/L0351.IT.jpg - 200 4697 525 16 Mozilla
2000-05-15 10:09:07 172.137.57.46 GET /pics/Lodging/L0853.IT.jpg - 200 4942 525 0 Mozilla
2000-05-15 10:09:10 172.137.57.46 GET /pics/Lodging/L0805.IT.jpg - 200 4674 525 0 Mozilla
2000-05-15 10:09:11 172.137.57.46 GET /pics/Lodging/L0852.IT.jpg - 200 4594 525 16 Mozilla
2000-05-15 10:09:13 172.137.57.46 GET /pics/Lodging/L0854.IT.jpg - 200 4821 525 0 Mozilla
2000-05-15 10:09:13 172.137.57.46 GET /pics/Lodging/L0369.IT.jpg - 200 4670 525 0 Mozilla
2000-05-15 10:09:15 172.137.57.46 GET /pics/Lodging/L0851.IT.jpg - 200 4859 525 0 Mozilla
2000-05-15 10:09:16 172.137.57.46 GET /pics/Lodging/L0091.IT.jpg - 200 4623 525 0 Mozilla
2000-05-15 10:25:24 136.216.70.2 GET /includes/Images/truste.gif - 200 991 526 0 Mozilla
2000-05-15 10:25:27 136.216.70.2 GET /images/home_spacer.gif - 200 291 288 1234 Mozilla
2000-05-15 10:25:32 136.216.70.2 GET /images/nav_skier.gif - 200 2593 286 1484 Mozilla/
2000-05-15 10:25:32 136.216.70.2 GET /default.asp - 200 40326 247 29234 Mozilla/4.0+(C
2000-05-15 10:25:41 136.216.70.2 GET /images/home_bolle_giveaway.gif - 200 2341 296 134
2000-05-15 10:25:41 136.216.70.2 GET /images/home_mountains.gif - 200 4278 291 6578 Moz
2000-05-15 10:25:41 136.216.70.2 GET /images/home_splash_text.gif - 200 5043 293 2813 M
2000-05-15 10:25:43 136.216.70.2 GET /images/home_quicksearch_hdr.gif - 200 2031 297 11
2000-05-15 10:25:45 136.216.70.2 GET /images/home_logo.gif - 200 4935 286 2500 Mozilla/
2000-05-15 10:25:45 136.216.70.2 GET /images/submit_btn.gif - 200 1080 288 1109 Mozilla
2000-05-15 10:25:45 136.216.70.2 GET /images/Lodging-over.gif - 404 623 289 0 Mozilla/4
2000-05-15 10:25:49 136.216.70.2 GET /summer.htm - 200 936 235 1406 Mozilla/4.0+(compat
2000-05-15 10:25:49 136.216.70.2 GET /images/conditions-over.gif - 404 623 292 0 Mozilla
2000-05-15 10:25:53 136.216.70.2 GET /images/adpop_logo.jpg - 200 3558 297 2969 Mozilla
2000-05-15 10:25:59 136.216.70.2 GET /images/adpop_images.jpg - 200 6369 299 8843 Mozilla

```

FIGURE 1
(PRIOR ART)

Todd J. McGuire

Attorney Docket No. 5266.02

FO0240 21950660

206

207

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208

05-20-2000

12:04 P.M. MST

Page 3 of 5

Time on Page (0:01:21)

amazon.com

Amazon.com buying info: Golf For Dummies, 2nd Ed - Microsoft Internet Explorer

http://www.amazon.com/exec/obidos/ASIN/0764531469/01-9594604861-01ref=aps_s_b_1_1002-823835

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Avg. Customer Review: ★★★★★

Number of Reviews: 13

NAME

201.45.98.107

PURCHASE HISTORY

04-07-2000 \$39.75

05-14-2000 \$41.99

FEEDBACK

"Please contact me regarding your ad in the USA TODAY from 5-20-2000. I was unable to locate the same price on your web site."

REFERRED BY

YAHOO!

BACK

NEXT

STOP

SAVE

E-MAIL TO FRIEND

EXIT

TRAFFIC HIERARCHY

213

214

FIGURE 2

212

211

FIGURE 3

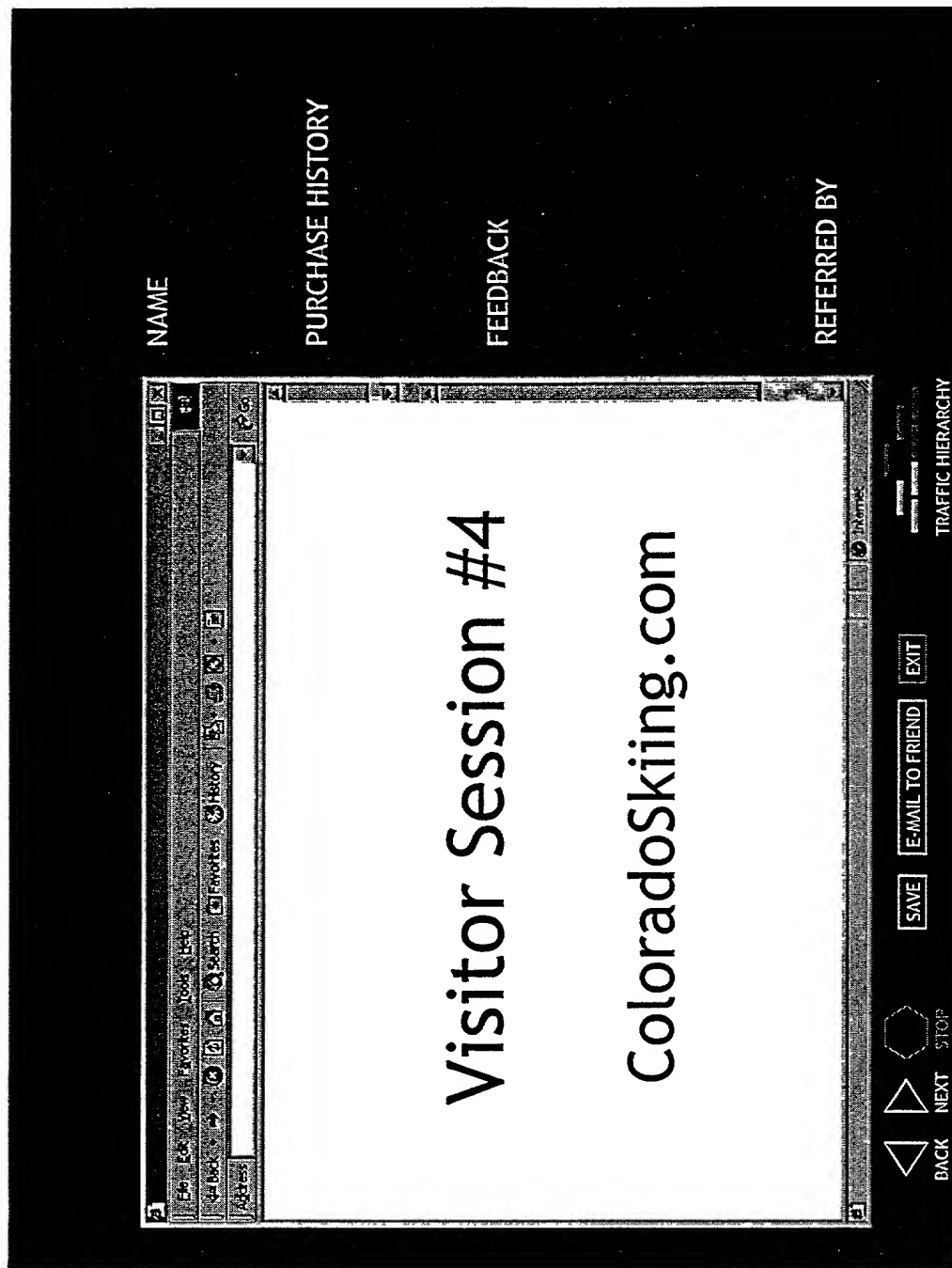


FIGURE 3A

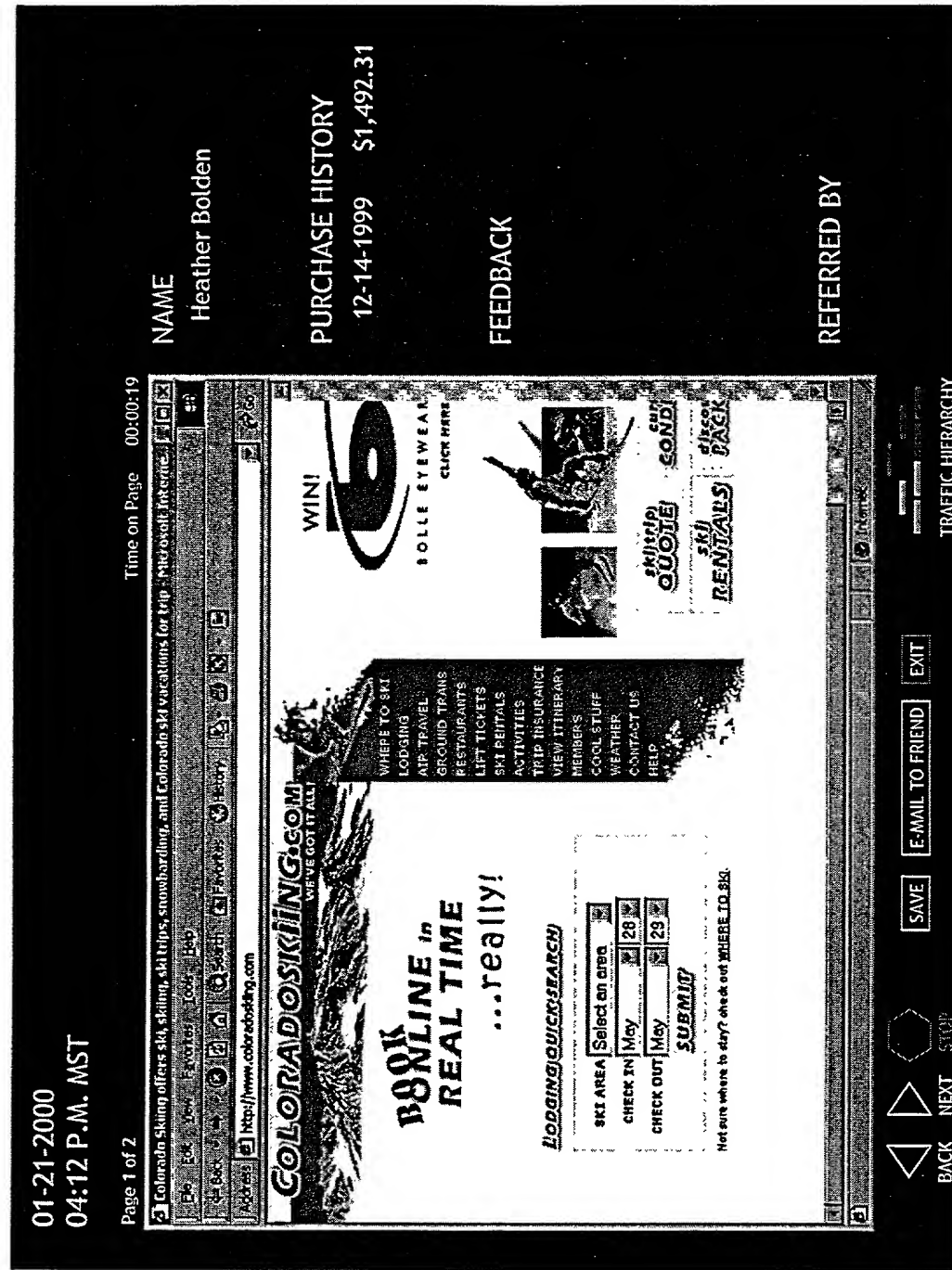


FIGURE 3B

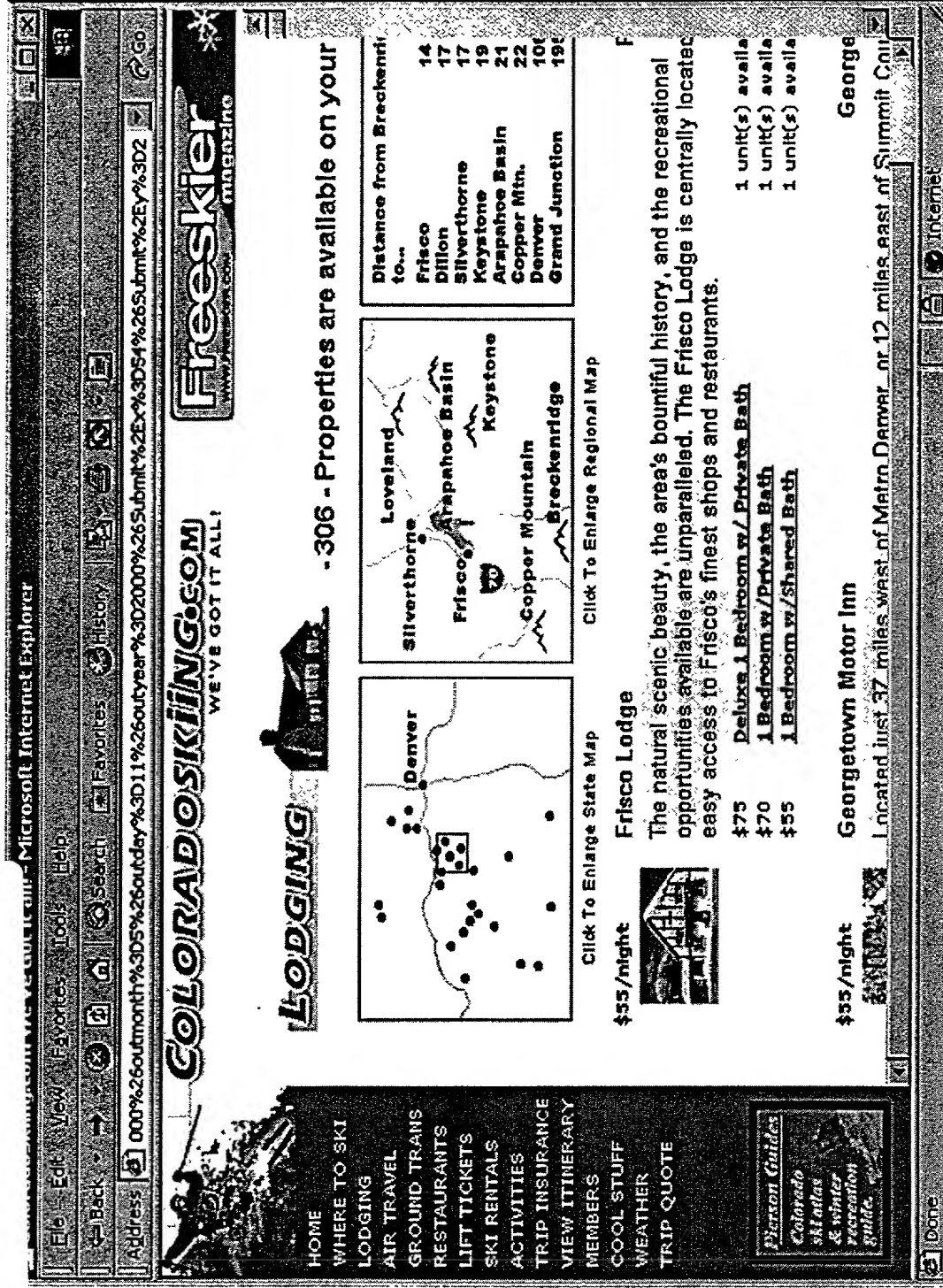
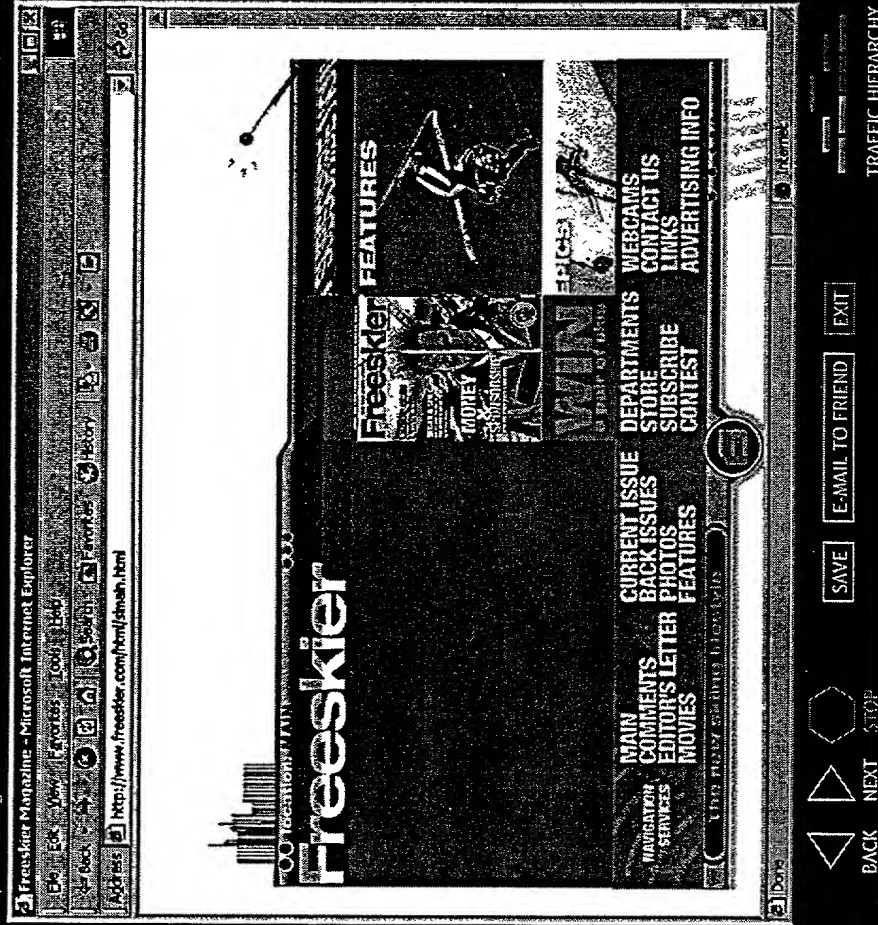


FIGURE 3C

01-21-2000
04:12 P.M. MST

Departure Page



NAME
Heather Bolden

PURCHASE HISTORY
12-14-1999 \$1,492.31

FEEDBACK

REFERRED BY

FIGURE 3D

05-20-2000

10:25 A.M. MST

Page 4 of 4

Time on Page 00:01:24

The screenshot shows a web browser window with a title bar and standard navigation buttons. The main content area displays the following information:

- Visitor #4 Left Site**
- Total time on site:** 00:25
- Number of pages viewed:** 2
- Reason for leaving:** Freeskier banner ad
- Additional Notes:** 198 lost visitors to this ad

A small banner ad for 'Freeskier' is visible in the bottom right corner of the content area.

NAME

Heather Bolden

PURCHASE HISTORY

FEEDBACK

REFERRED BY

BACK NEXT STOP

SAVE E-MAIL TO FRIEND EXIT

TRAFFIC HIERARCHY

FIGURE 3E

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400

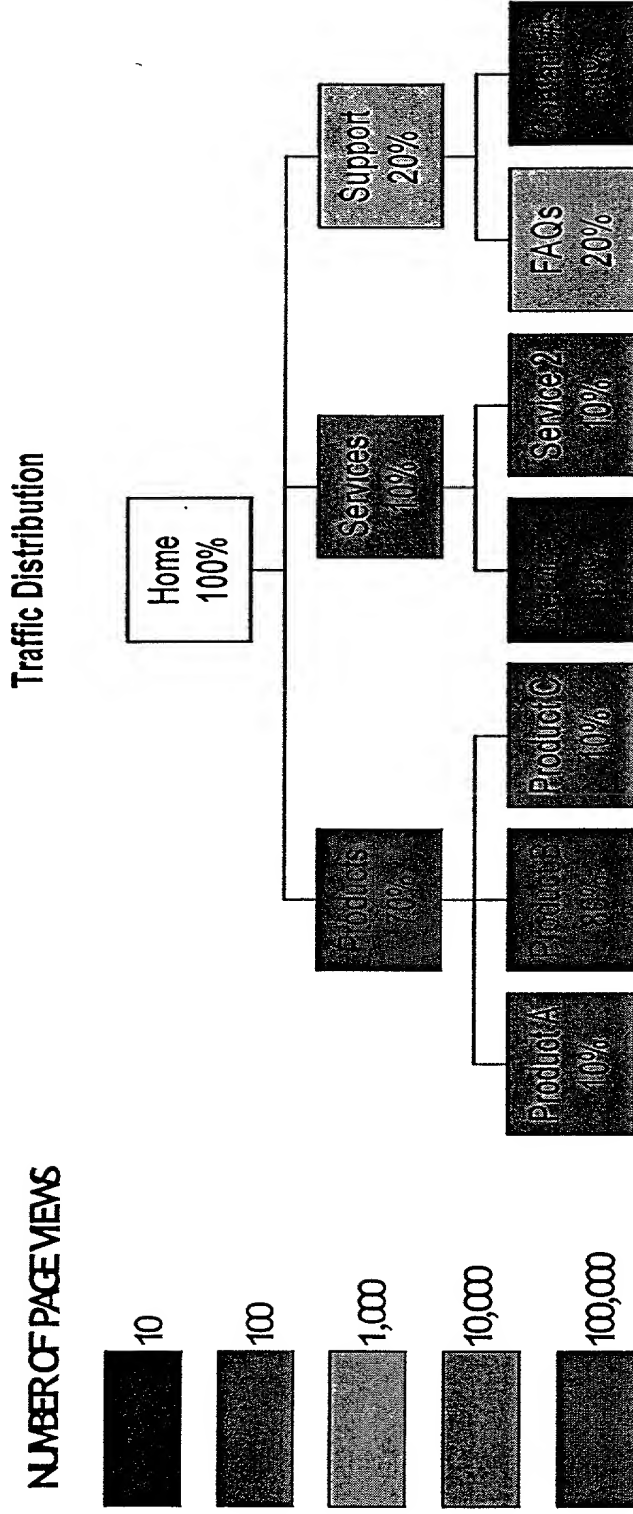


FIGURE 4

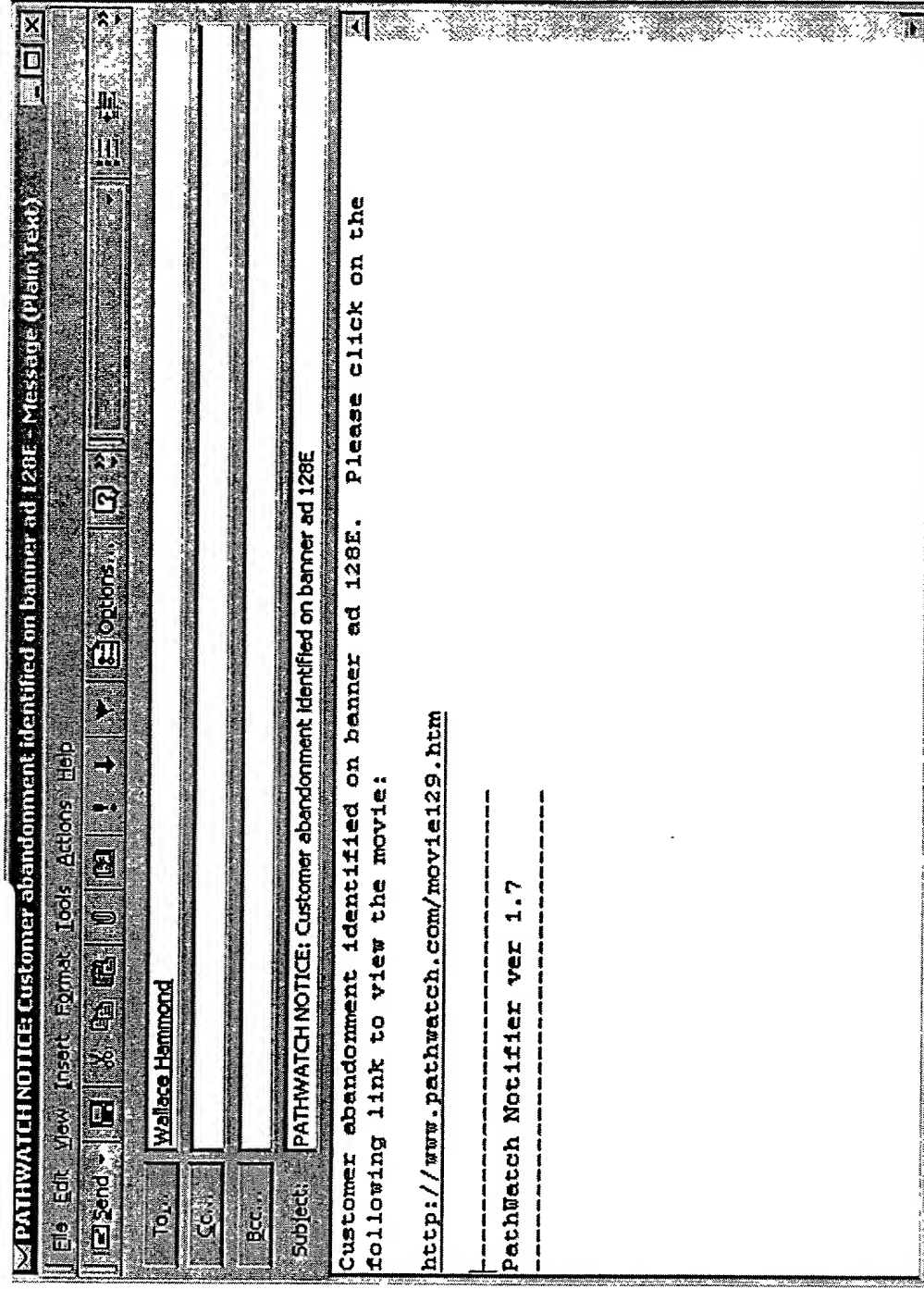


FIGURE 5

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600

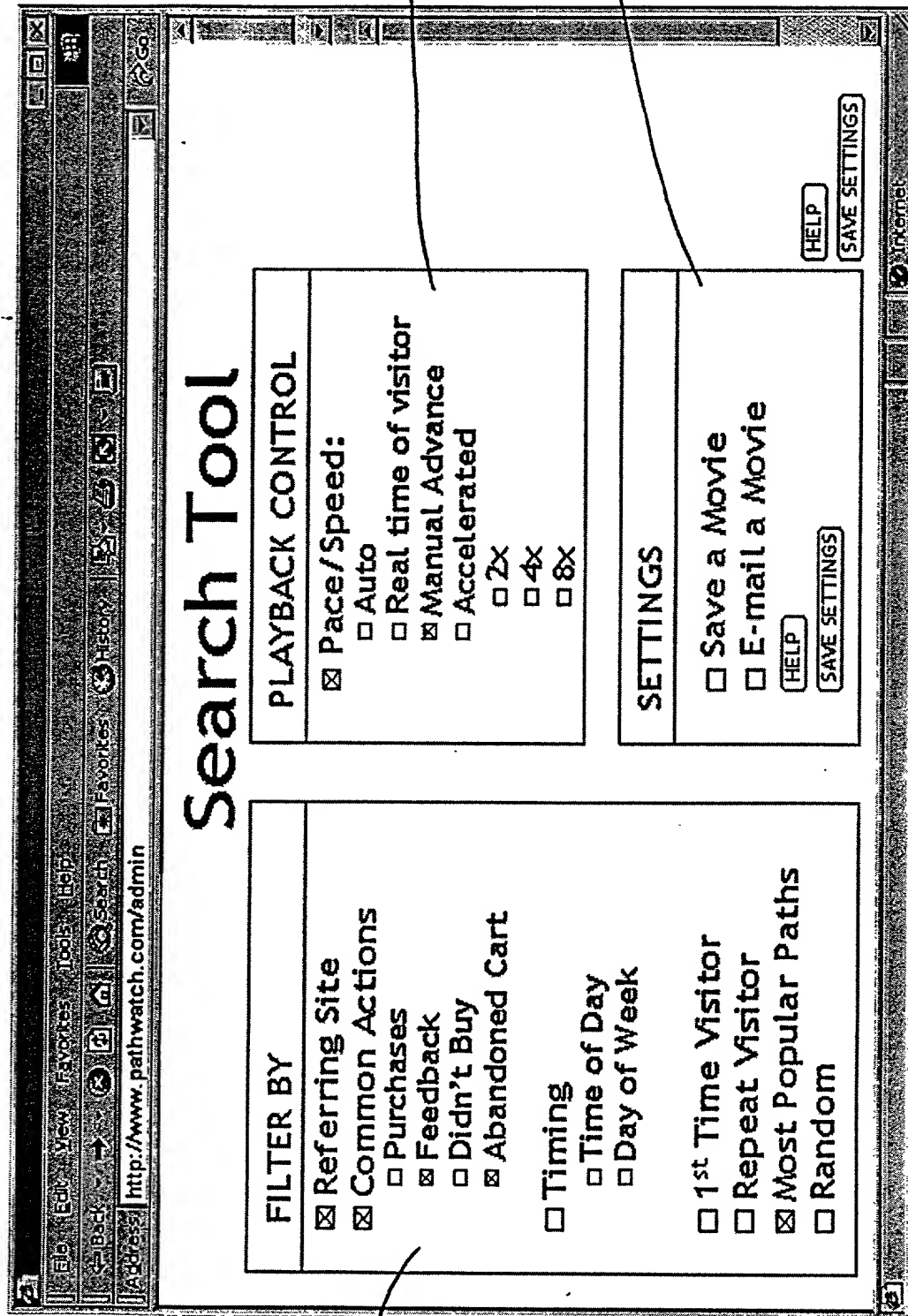


FIGURE 6

FIG. 7

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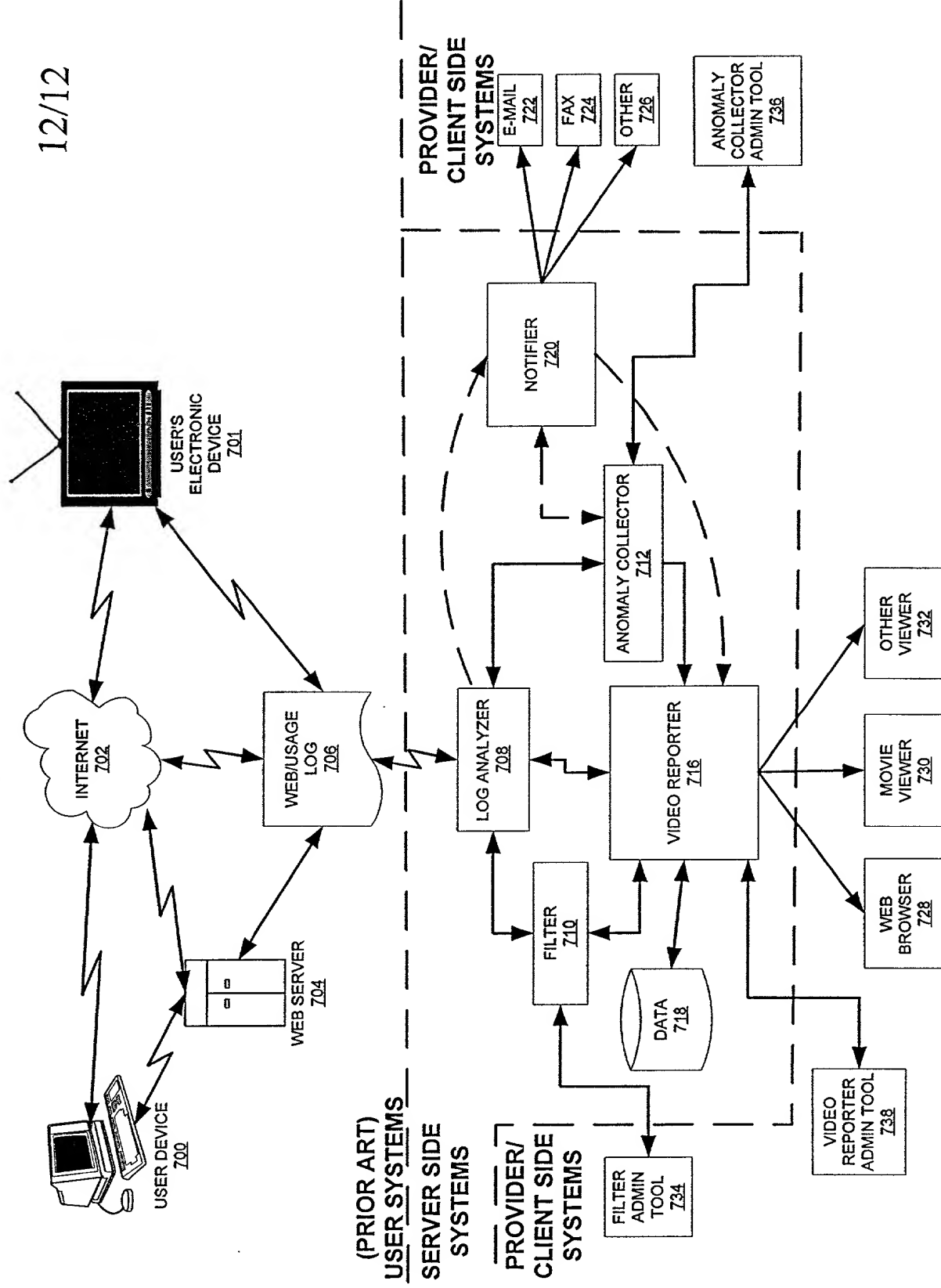


FIGURE 7